M.Com DEGREE (CSS) EXAMINATION, DECEMBER 2024

First Semester

CORE - CM010103 - MARKETING MANAGEMENT

M.COM FINANCE AND TAXATION (SF),M.COM FINANCE AND TAXATION ,M.COM MARKETING AND INTERNATIONAL BUSINESS (SF),M.COM MANAGEMENT AND INFORMATION TECHNOLOGY (SF),MASTER OF COMMERCE AND MANAGEMENT

2019 ADMISSION ONWARDS

B1B07A78

Time: 3 Hours   Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. State the objectives of marketing.

2. What is meant by product mix?

3. What is meant by CLV?

4. Why segmentation is important in the Modern Market?

5. What is Confused Positioning?

6. What do you mean by Patronage Buying Motives?

7. What is brand loyalty?

8. Define brand extension.

9. What is brand identity?

10. Elaborate the term intagibility in service marketing.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Explain the major customer retension strategies.

12. How does environment analysis help marketing?

13. What are the different types of values influencing consumers?

14. Explain the benefits of understanding Consumer behaviour.

15. Define product. Describe its features.

16. Give an account on branding. Explain its demerits.

17. Elucidate the role and importance of labelling.

18. Elucidate the significance of service marketing?

<div align="right">(6×2=12 weightage)</div>

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Explain E-CRM. Describe the major benefits and limitations of E-CRM.

20. What is Market Targeting? Explain the role of market targeting in Marketing Management.

21. What is a new product? Explain in detail the new product development process.

22. Explain the major service quality dimensions. Describe the measures to control service quality.

<div align="right">(2×5=10 weightage)</div>